



On Aruba: De Palm Tours celebrates its 55th anniversary

By Tristan Ralston on 16th January, 2015

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Palm Tours, Aruba's leading tour, activity and transfer company, celebrates its 55th anniversary this year. Since its founding on January 15, 1960 by Luis C. De Palm, and later acquired by Harold Malmberg in 1971 the company has serviced and transported millions of visitors all over the island.

Under the leadership of Harold Malmberg the company has flourished, growing from six employees to three hundred staff members, all committed to providing visitors with a convenient, hassle-free, one-stop portal to a wide variety of vacation experiences on Aruba.

De Palm Tours' portfolio includes 33 deluxe Volvo buses, a fleet of Land Rover and UTV off-road vehicles, a 100 passenger catamaran, a 48 passenger Atlantis Submarine, a 44 passenger semi submarine called Sea World Explorer, Aruba's premier attraction called De Palm Island and De Palm Pier on Palm Beach. Over the years the company has expanded its services to running concierges and sales desks at hotels in 25 locations throughout the island as well as a Destination Management Services division which caters specifically to the groups market. In 2012 De Palm was one of the founding members of a local charity called Family First which serves to offer guidance and assistance to families in need.

Today members of the Malmberg family have a role as board members and strategic planners and are no longer managing the daily operations of the company. Instead they have transitioned that part of the business to a professional management team, and as board members plot the course for further developments.

De Palm Tours grants its success to their dedicated staff members, the many loyal customers and Aruba's visitors. They are proud to have served Aruba's tourism for past 55 years and will continue to do so by operating safe, fun and enjoyable products and services for all to enjoy.